



Press statement

EHF Champions League live on the internet

Vienna, 5 February 2008 – With the cooperation between European Handball Federation (EHF)/EHF Marketing GmbH and LAOLA1 Multimedia GmbH, handball fans all around the world will have the possibility to watch the greatest stars of the game.

The European Handball Federation was looking for new and innovative ways to assure media coverage for Champions League. As a result, the games will be broadcast online on www.ehfCL.com and on www.laola1.tv.

As the Main Round of the Champions League is coming up, a number of matches will be available live for the handball fans, including the semi-final and the final.

The series of live coverage will begin with the match Montpellier HB (FRA) vs VfL Gummersbach (GER) on 9 February 2008 at 19:40 hrs.

Just one day later on 10 February at 17:55 hrs, the game US Ivry HB (FRA) vs THW Kiel (GER) will also be broadcast live on both websites.

The objective of the cooperation between the EHF and LAOLA1.tv is to increase the media coverage and the number of spectators of all EHF competitions on an international level.

"EHF Marketing is working to secure an increasing media coverage for EHF club competitions. In this case the focus is on the EHF Men's Champions League. The agreement with LAOLA1 for the second phase of the 2007/08 season will give the possibility for the European top handball clubs to transcend borders and reach a number of spectators never recorded before. In the Main Round we will offer live streaming and also highlights of selected top matches. On our website all these games will be presented by EHF partner, adidas," said EHF Secretary General, Michael Wiederer.

"With our cooperation with EHF, on the one hand, we will be able to offer a professional media platform for live broadcasts, on the other hand, we can extend our international live programme on www.laola1.tv with the matches of the EHF Champions League," said Karl Wieseneder, Managing Partner of LAOLA1 Multimedia GmbH.

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For further information, please contact:

Gutweniger Ulrich
EHF Marketing
gutweniger@ehfmarketing.com

or

Thomas Widhalm
LAOLA1 Multimedia GmbH
Thomas.widhalm@laola1.at